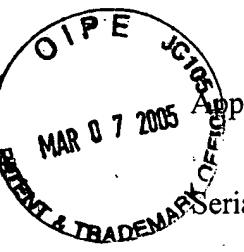


IN THE UNITED STATES PATENT AND TRADEMARK OFFICE



Applicant: Gilad Odinak and
Kam-Cheong Anthony Tsai Attorney Docket No. INTL-1-1016

Serial No.: 09/884,854 Group Art Unit: 3625

Filing Date: June 18, 2001 Examiner: Yogesh C. Garg

Title: SYSTEM AND METHOD TO ASSOCIATE BROADCAST RADIO
CONTENT WITH A TRANSACTION VIA AN INTERNET SERVER

AMENDMENT AND RESPONSE

TO THE COMMISSIONER OF PATENTS:

The following amendment and response addresses the Office Action mailed on
September 2, 2004.

- 1 -

25315
CUSTOMER NUMBER

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